

# Carolina Public Health

SCHOOL of PUBLIC HEALTH • The UNIVERSITY of NORTH CAROLINA at CHAPEL HILL • WINTER 2000

UNPRECEDENTED NETWORK LAUNCHED —

## Women's Health Research Program Fosters Collaboration, Extends Reach

Together with its partners, the department of obstetrics and gynecology in the School of Medicine and the Cecil G. Sheps Center for Health Services Research, the School of Public Health's department of epidemiology will officially launch the North Carolina Program for Women's Health Research on March 20 with a symposium featuring three nationally-recognized women's health researchers.

"Research on women's health issues isn't the domain of one school or program," said Katherine Hartmann, MD, PhD, the program's co-director. "The more we foster alliances of experts, across this campus and around the state and nation, the more successful our care of women will be." Hartmann is a faculty member with the departments of epidemiology and obstetrics and gynecology.

"Our aim is to create a home for intellectual and logistical aspects of population research linked to women's health outcomes in clinical settings — a forum in which clinicians, epidemiologists, behavioral scientists and others can formulate innovative approaches to studying and promoting women's health," she said.

A primary goal of the program is to build bridges between researchers by helping create and support multidisciplinary research teams in:

- documenting the health status of women;
- describing their health care needs;
- studying models for improving care;

- evaluating outcomes of care;
- researching promising new treatments;
- developing effective prevention programs; and
- assessing the implications of policy.

The program's cooperative effort provides researchers with the infrastructure and core staffing required to conduct multi-site healthcare systems and clinical outcomes research, to support population-based studies, and to assess needs and policy implications that follow from the researcher's own work, as well as analysis of regional or national data.

This cooperative effort will enhance research capacity for improving women's health and health care by providing the tools that researchers need.

Specifically, the program will provide support for women's health researchers, including funding surveillance, grant development, personnel sharing across studies, specialized staff, study implementation, data management and medical writing expertise. The program also emphasizes career development, sponsoring competitive pilot funding, travel support for investigators, grant working groups, and work-in-progress forums.

For junior researchers it offers tuition scholarships and pre- and post-doctoral training awards.

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"THE MORE WE FOSTER ALLIANCES OF EXPERTS, ACROSS THIS CAMPUS AND AROUND THE STATE AND NATION, THE MORE SUCCESSFUL OUR CARE OF WOMEN WILL BE."

—Katherine Hartmann, MD, PhD

## Illustrating what Public Health is, will be

March 2000



In recent months I have been called upon several times to reflect on what public health is, and to project where we are going as we head into a new millennium.

Certainly this has been a year of public health action here in our own backyard as we struggled to recover from the devastation of Hurricane Floyd, and to avert potential public health disaster.

Out of that crisis came an opportunity to show the world what public health is and I believe that our School and public health practitioners across the state rose to the occasion impressively. That challenge also gave me pause for reflection on the role of public health in general and the challenges and opportunities we will face in the next century.

Surely, the hurricane was a poignant human tragedy. But the public health community worked hard to do its jobs, and in so doing to demonstrate to the nation what public health is today. The question we now address is where public health will be tomorrow. Last year, Jeffrey Koplan, MD, MPH, director of the Centers for Disease Control and Prevention, visited our School to deliver the Foard Lecture, in which he enumerated what he saw as the top ten successes for public health in the 20th Century. His list included impressive and significant achievements such as the development of vaccines, fluoridation of drinking water, safer vehicles and decreases in death from heart disease and stroke. This list should give us great pride as we look at the accomplishments of our School — certainly we have been involved for 60 years now in changing public health.

Recognizing with pride the accomplishments we have achieved in the last century, I invite you to look forward with me as I consider what I see to be the challenges and opportunities for public health achievement in the new millennium. I propose the following list of the top ten issues that provide the context for the public's health for the new century — a list that includes opportunities and challenges both new and old, all of which are very real and truly significant. A common thread among them is the need for new multidisciplinary approaches, a need to reach out to new and diverse partners as we work to advance the health of all Americans.

The ten major challenges and opportunities, as I see them, are:

- Shifting demographics, including our aging and increasingly diverse population;
- Economic trends;
- Environmental change;
- Emerging infectious diseases;
- Health risks of human behavior;
- Substance abuse, including tobacco, drugs and alcohol;
- Violence in society;
- The information and communication revolution;
- The science and technology revolution; and
- The demand for accountability and effectiveness.

I invite you to consider the health challenges on this list, and to think about how public health — and the top-notch education that our School of Public Health provides — will address them. I am confident that, as a field, public health enters the new millennium with energy and focus. Even more, I am positive that our School will be at the forefront of addressing each and every one of the challenges and opportunities listed above.

*Bill Roper*

From page 1

One of the most important resources available to Carolina's researchers through the new program will be the Clinical Research Network. This is a long-term, state-wide research network of clinical sites that provide healthcare for women. It will serve as a means to conduct research ranging from patient decision making to systems interventions, from randomized trials to prospective cohort studies of selected outcomes.

The network will be built around existing research alliances between the department of obstetrics and gynecology, the department of epidemiology, and the State Area Health Education Centers. Additional partner sites, including HMOs and clusters of private clinics, will be identified as research capacity grows.

"The clinical network will allow unprecedented ability to conduct multi-site women's health research in North Carolina," said John Thorp Jr., MD, who is co-directing the program.

"Because we live in a state that is both

rural and urban, in order to provide the best services and do research that truly reflects our population, we need to access women and their providers in a variety of

**THE NORTH CAROLINA PROGRAM  
FOR WOMEN'S HEALTH RESEARCH  
ANNOUNCES  
ITS DEBUT SYMPOSIUM.**

**MONDAY, MARCH 20, 2000**

Tate-Turner-Kuralt Building

Reception at 3:30 p.m.

Symposium at 4:30 p.m.

Distinguished guest speakers are:

**Florence Hazeltine, PhD, MD**, director,  
Center for Population Research, National  
Institute on Child Health and Human  
Development

**Karen Scott Collins, MD, MPH**,  
assistant vice president, Commonwealth  
Fund Commission on Women's Health

**Barbara Rimer, DrPH**, director,  
Division of Cancer Control and Population  
Sciences, National Cancer Institute, NIH

*For more information on the symposium please  
e-mail [pwhr@unc.edu](mailto:pwhr@unc.edu) or call 966-7928.*

locations," Thorp said. "By making use of an already strong system, the AHEC system, we can conduct important research that reflects the practices and needs of physicians, and the women and children they serve, across the state."

The program has already begun its activities in earnest, with a portfolio of federal grants submitted, and seven new grant teams under way. In addition, researchers across campus have begun using the program to assist with preparation and submission of manuscripts and presentations for national meetings.

Current projects include developing a regional Women's Health Report Card for eight states, including North Carolina; working on an evidence report on the management of preterm labor; supporting the review of cervical cancer screening for the U.S. Preventive Services Task Force; and conducting a multi-site study of cervical dysplasia and smoking cessation.

For more information on the program, send an e-mail to [pwhr@unc.edu](mailto:pwhr@unc.edu) or call 919-966-7928.

## Genetics and Public Health — The Future is Now; Public Health Grand Rounds continues May 4

Virtually all human diseases result from the interaction between genetic factors and environmental factors such as diet, infectious agents, or toxic chemicals. Scientific advances in genetics are rapidly increasing our understanding of which genetic variations contribute to human health and disease. Identifying which environmental factors interact with these genetic variations to produce disease promises new opportunities for disease prevention. The potential to save lives and reduce health care costs is tremendous.

On May 4 at 2 p.m., Public Health Grand Rounds will feature the successes and challenges faced by a screening and treatment program that seeks to reduce

morbidity and mortality associated with the inherited disorder hemochromatosis, a condition of iron overload. This will provide the basis for a broader discussion on genetics and the implications for public health practice, including the ethical, legal and social implications of gene discoveries.

Leading the dialogue will be Dean Bill Roper, MD, MPH; Muin Khoury, MD, PhD, director of the Office of Genetics and Disease Prevention, Centers for Disease Control and Prevention (CDC); Wylie Burke, MD, PhD, associate professor of medicine at the University of Washington; and Hugh Tilson, MD, DrPH, clinical professor of epidemiology and health policy in the School of Public Health.

The Public Health Grand Rounds interactive broadcast series is sponsored by the School of Public Health, the CDC, the Association of Schools of Public Health, the Public Health Training Network, the Association of State and Territorial Health Officials, and the National Association of County and City Health Officials.

To register for the May 4 edition or to view archived versions of past programs, visit [www.PublicHealthGrandRounds.unc.edu](http://www.PublicHealthGrandRounds.unc.edu). You also may direct e-mail to [Grand.Rounds@sph.unc.edu](mailto:Grand.Rounds@sph.unc.edu); or call 919-966-4032.

Satellite coordinates and pre-program handouts for this course will be available on this web site by April 28.

## Alumni invited to register their interests, expertise and get involved

Every day, School of Public Health alumni are involved in the life of the School in myriad ways — by lecturing in classes, mentoring students and each other, participating in School-related committees, recruiting new students, collaborating in research, raising money, planning networking events, engaging in community service and much more!

The School of Public Health Alumni Association (SPHAA) welcomes the participation of all alumni in its work and activities. To let the alumni association know of your interests, please contact Morgan Tackett, SPHAA president, at 919-765-2807 or [morgan\\_tackett@bcbnc.com](mailto:morgan_tackett@bcbnc.com), or Sarah Strunk, director of alumni affairs, at 919-966-8368 or [sarah\\_strunk@unc.edu](mailto:sarah_strunk@unc.edu).

You may also now provide this information on line. Go to [www.sph.unc.edu/external\\_affairs/alumni/interestform.cfm](http://www.sph.unc.edu/external_affairs/alumni/interestform.cfm) and complete the Alumni Interest Survey. You will then be contacted for your assistance when appropriate opportunities arise.

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## School Celebrates 60th with Foard Lecture; PAHO's Alleyne to Keynote

Despite vast improvements in health over the past 20 years, the primary challenge facing the Western Hemisphere as we enter the 21st century is to reduce the inequalities in health outcomes that exist within and between countries, says Dr. George A.O. Alleyne, director of the Pan American Health Organization.

On March 23, alumni and friends of the School of Public Health will have the opportunity to hear Alleyne discuss "Health in the Americas: New Challenges in a Global Economy" as the 2000 Fred T. Foard, Jr. Memorial Lecturer. Alleyne will look at how economic globalization may accentuate the very inequalities



Dr. George A.O. Alleyne

that contribute to health disparities among the countries of the Americas. He will also examine how economic globalization can and should contribute to positive health outcomes.

Alleyne became director of the Pan American Health Organization in February 1995 and began a second term in 1999. He has served on a variety of World Health Organization (WHO) committees, including chairing the Advisory Committee for Medical Research.

He also has served as chief of Research Promotion and Coordination, with responsibility for the development, implementation, and coordination of the research policies and activities of the WHO. In the mid-1980s, Alleyne was director of the Area of Health Programs and supervised many of WHO's technical programs.

Alleyne has received many awards for his work, including an honorary Doctor of Science from the University of the West Indies. In 1990, Her Majesty Queen Elizabeth II made him Knight Bachelor for his service to medicine.

Alleyne's 7:30 p.m. lecture will be preceded by a Schoolwide reception at 5:30 p.m. and an awards program at 7 p.m.

The School's 32nd annual Foard Lecture is supported by a memorial established in 1969 by Dr. Foard's widow, Elsie Foard, who wanted to honor her late husband, a

public health practitioner whose career spanned more than a half century, much of it with the U.S. Public Health Service.

Hallmarks of Dr. Foard's tenure included the development and strengthening of organized public health services in Alaska, Hawaii and the Rocky Mountain and Pacific Coast regions. His efforts spurred major improvements in

health services for Native Americans and the transfer of the Indian Health Program from the U.S. Department of the Interior to the U.S. Public Health Service. After retiring from the Public Health Service in 1952, Foard served until 1964 as director of the division of epidemiology for the North Carolina Board of Health.

The School's two-day program honors Foard but also recognizes and celebrates the School's first 60 years of excellence in learning, discovery and service.

Events include a variety of departmental panel discussions and program-related symposia, career information sessions, and awards programs. A multicultural potluck and student presentations focused on their work in global health will cap off the celebration on Friday evening.

A complete schedule of events is available online at [www.sph.unc.edu/occe/foard](http://www.sph.unc.edu/occe/foard).

All programs and events will be free of charge, but advance registration is required. Please contact the School's Office of Continuing Education to register at 919-966-4032 or [www.sph.unc.edu/occe/foard](http://www.sph.unc.edu/occe/foard).

## Alumni Association to Honor Alice Ammerman, Stephen Morse with Top Awards at Annual Foard Lecture

The School of Public Health Alumni Association will present its top awards to a distinguished alumnus and to an outstanding faculty member at the annual Fred T. Foard, Jr. Memorial Lecture on Thursday evening, March 23.

STEPHEN A. MORSE, MSPH '66, PhD '69, is this year's recipient of the Harriet Hylton Barr Distinguished Alumnus Award. Established in 1975, the award recognizes the achievements of alumni and their contributions to public health, including leadership, experimentation, collaboration and innovation within the profession; impact within the practice arena; and outstanding service beyond the requirements of the recipient's employment. For many years, the award has carried the name of its 1980 recipient — Harriet Hylton Barr — to honor her many contributions to the field, which continue to this day.

Morse earned his MSPH and PhD from the School's department of environmental sciences and engineering. Throughout his 30-year career as a researcher, scientist, mentor, teacher and innovator in infectious diseases and bioterrorism preparedness and response, he has furthered the public's health by influencing science, social issues, economics, and politics on a global scale.

Morse currently serves as associate director for laboratory science in the Division of AIDS, STD, and TB Laboratory Science in the National Center for Infectious Diseases at the Centers for Disease Control and Prevention (CDC) in Atlanta. In addition, he was recently tapped as Deputy Director for Laboratory Services of the Bioterrorism Preparedness and Response Program of the

CDC. In this capacity, he has established the first ever public health and law enforcement collaboration in the arena of bioterrorism preparedness. He holds adjunct faculty positions at the Emory School of Medicine and at the Morehouse School of Medicine in Atlanta, and the School of Medicine and Dentistry at the University of Alabama at Birmingham. He is active in national and international professional organizations and is widely published.



Stephen A. Morse

"He exhibits all of the qualities to be found in a public health leader," said one nominator. "He has the ability to bridge the worlds of science, policy and practice in a forceful yet unassuming manner. He is a consummate diplomat. He has been able to effectively dance among the competing needs of federal and state public health agencies, law enforcement, the military community and policy makers." Stated another, "He is definitely an above and beyond kind of leader... one who is dedicated to public health, a leader in all sense of the word, and one who should make the School of Public Health proud."

ALICE S. AMMERMAN, MPH '81, DrPH '90, is this year's recipient of the Bernard G. Greenberg Alumni Endowment Award. This award was established by the School of Public Health Alumni Association to honor Dr. Bernard G. Greenberg, founder and chair of the department of biostatistics from 1949-1972 and dean of the School from 1972-1982.

Ammerman is also a double graduate of the School of Public Health, earning her degrees from the department

of nutrition. She currently serves as associate professor in the nutrition department, which is jointly housed in the Schools of Public Health and Medicine. Ammerman's career has focused on the development, testing and implementation of practical and efficient methods to reach vulnerable populations with interventions to reduce the risk of chronic disease. In this work, she has established unique expertise in reaching out to non-specialist health providers and lay health advisors. Through her innovative work with interdisciplinary teams, Ammerman has established herself as a leader in developing an intersection between service, research and teaching as they relate to vulnerable populations at the state and national levels.

Also a prolific publisher, Ammerman is active in regional and national professional organizations and is a highly-regarded teacher and mentor. "As you are aware," observed one community colleague in nominating her, "she is a very special person — a master teacher, researcher and strongly committed to the goals of helping America truly become the land of the free, a land of justice and equal opportunity for all." Stated a faculty member, "I have witnessed her dedication to community-based research and cross-cultural problem-solving...

...which embodies, in my opinion, the heart and sense of humanity to be honored in the memory of Dr. Greenberg."

Nominations for the 2001 Barr and Greenberg Awards will be solicited in November. For more information, please contact Sarah Strunk, director of

alumni affairs, at [sarah\\_strunk@unc.edu](mailto:sarah_strunk@unc.edu) or 919-966-8368.



Alice S. Ammerman

# Management Academy for Public Health Giving Mid-level Managers Tools to Succeed, Evolve and Advance their Health Agencies

By STACIE LEE GREENE

For public health agencies to reach their potential in the 21st century, public health managers need the skills to get them there. The School of Public Health and Kenan-Flagler Business School are preparing managers from Virginia, North Carolina, South Carolina and Georgia to lead the way.

The two UNC-CH schools are conducting the groundbreaking Management Academy for Public Health. It is the first program of its kind, designed to strengthen the management skills of senior- and mid-level managers in local and state public health departments.

Widespread interest in the program was evident early with almost three applications for every opening in the program its first year — 282 applications for approximately 100 spots in the 1999-2000 class.

"They were just coming off the fax machine — just one after the other," said Dr. Janet Porter, project director for the academy. Porter is the School of Public Health's director of executive education and clinical associate professor of health policy and administration.

The Management Academy is now accepting applications for its 2000-2001 class, which will be double the size of the previous one. Health agencies in Georgia, North Carolina, South Carolina and Virginia are eligible to send two- to four-person teams, which can include community partners from local hospitals, health associations or schools.

Academy members come to Chapel Hill in late summer for an intensive five-day management-training program. Members are divided into cohorts that attend separate sessions to maximize the benefits of interactive exercises and case studies



Project co-director Dr. Jim Johnson teaches civic entrepreneurship to the first Management Academy for Public Health cohort in August at Kenan-Flagler's McColl Building.

through smaller classes. Teams of faculty from the business and public health schools teach courses on finance, marketing, civic entrepreneurship, human relations and strategic management.

"I found the business school approach particularly helpful," said academy member Joanna H. Harris, MD, health director for the Central Virginia Health District. "It was something new to us."

Diane Lynch, an academy member and deputy director for the Fulton County Department of Health and Wellness in Atlanta, Georgia, agreed. "They were able to take those concepts, those business concepts, and apply them to public health."

The public health workforce is highly educated and well trained in its specialties, Lynch explained. But the business knowledge the academy supplies is often missing. "We don't get an opportunity to get that kind of information," she said.

George F. Bond, director for the health department in Buncombe County, North Carolina, said the academy exceeded all expectations of the four members from his department who attended.

"We had expected worn, tired, canned presentations by junior staff," he admitted candidly. "But what we got was every lesson plan built from the ground up, tailored to mid-career public health managers."

Delivered by senior faculty — in some cases department heads — with targeted instruction, the classes were "engaging, interactive, inspiring," he said.

Porter said she was amazed at the dedication and excitement the academy members displayed throughout their intense classes.

"The high interest and demand was demonstrated not just through the applications, but through participation," she said.

Dr. Jim Johnson, project co-director, and

E. Maynard Adams Distinguished Professor of Geography, Sociology and Business of Management and director of the Urban Investment Strategies Center at the Frank Hawkins Kenan Institute of Private Enterprise in the Kenan-Flagler Business School, agreed.

Johnson said he was impressed with the "genuine interest in entrepreneurial approaches to public health."

With the week of classes over, Phase II then begins. Participants communicate over the World Wide Web through online courses and postings.

"Distance learning too often implies that the student experience over the Web is limited to Web-based courses," Porter said. The academy members and instructors use the Web to "market, register, communicate, and teach students."

Harris said the challenge is to make full use of the resources available amid competing demands back at her office.

Lynch has already begun to put into practice some of what she learned while in Chapel Hill. As a result of one of the case studies used in class, she has begun to experiment with the management style of her department.

It's about being "more effective and efficient with limited resources," she said.

Phase II also includes a regional seminar in each of the participating states. One of the key program goals is for members to establish and maintain a professional network to support their efforts. Smaller, regional seminars give participants a chance to strengthen their network more locally after establishing broader contacts in Phase I.

The pinnacle of the academy experience is the teams' community health business plans, which will be executed in their home agencies to improve community health.

"One of the principles of adult learning," Porter points out, "is to give students the chance to apply it."

In Phase III of the academy, members return to Chapel Hill for a three-day management skills application course and to present their plans. Academy members from the 1999-2000 class will present their plans May 4 and 11.

After a strong grounding in Phase I and support through Phase II, the results in Phase III should be gratifying, Porter said. The top three plans in each cohort will be recognized with awards.

The management academy was designed with two evaluative questions in mind, Porter said. The first: Can we make public health managers better managers? "We're confident the answer to that is yes," she said.

The second and larger question is, If we make these people better managers, will their departments improve? Porter said the answer to this question is largely unknown. "But as the management academy continues, we get closer to the answer."

The application deadline for the 2000-2001 class is March 31. Sponsors pay for tuition, accommodations and other educational costs. Funding is provided by the Robert Wood Johnson Foundation, the W.K. Kellogg Foundation, the Health Resources and Services Administration of the U.S. Department of Health and Human Services, and the Centers for Disease Control and Prevention. The CDC Foundation manages the project.

Interested parties may apply online by visiting the academy's Web site at [www.maph.unc.edu](http://www.maph.unc.edu). For more information, call 919-966-3309.

*Greene, a Park Fellow and first-year graduate student in the School of Journalism and Mass Communication, is from Pleasanton, Calif.*

## News Briefs

### FEMA Director James Lee Witt to keynote commencement

A frequent visitor to North Carolina since Hurricane Floyd ravaged the state in September and North Carolinians weathered a 20-inch snowstorm in January, FEMA Director James Lee Witt will get to know Chapel Hill a bit better and share from his experiences as he delivers the School of Public Health's 2000 Commencement Address, May 21.

At perhaps no other time in Tar Heel history have so many North Carolinians been as familiar with the scope and work of the Federal Emergency Management Association than in recent months.

Witt was appointed by President Bill Clinton and confirmed by the U.S. Senate in 1993. President Clinton elevated Witt's post to cabinet status in 1996. Witt previously served as director of the Arkansas Office of Emergency Services. Between taking the helm of FEMA and year-end 1999, Witt guided the agency through more than 320 presidentially-declared disasters throughout all 50 states, including 11 in North Carolina.

Dean Roper will preside over the ceremony, which will see more than 400 students graduate from undergraduate, master's and doctoral programs in the School of Public Health. Other highlights of the ceremony will include presentation of the McGavran Award for Excellence in Teaching and the Greenberg Award for Outstanding Dissertation.

Alumni and friends of the School are welcome to attend the 2000 Commencement at 3 p.m. in the Dean E. Smith Center, followed by a reception in the Skipper Bowles Room at 4:30 p.m. Please reserve your space by calling 919-966-2499 or sending an e-mail to [studentaffairs@sph.unc.edu](mailto:studentaffairs@sph.unc.edu)



James Lee Witt

## Roper named to Robert Wood Johnson Foundation board

Dean Bill Roper in January was named to the Robert Wood Johnson Foundation Board of Trustees.

Roper is one of three new trustees. The others are George Frazza, counsel for Patterson, Belknap, Webb & Tyler LLP and formerly of Johnson & Johnson; and Richard Worley, president, chief executive officer and chief information officer, Morgan Stanley Dean Witter.

"We are delighted that Mr. Frazza, Dr. Roper, and Mr. Worley have joined the board," said Robert Campbell, chairman of the foundation's Board of Trustees. "The new trustees bring a diversity of talents and experiences to the foundation. We feel fortunate that these outstanding leaders and thinkers are sharing their expertise."

The Robert Wood Johnson Foundation, based in Princeton, N.J., is the nation's largest philanthropy devoted exclusively to health and health care. It concentrates its grant making in three goal areas: to assure that all Americans have access to basic health care at reasonable cost; to improve health care and support for people with chronic health conditions; and to reduce the personal, social and economic harm caused by substance abuse — tobacco, alcohol and illicit drugs.

## Public Health alumni urged to keep in touch, stay in touch

Alumni have a variety of ways to keep in touch with the School of Public Health and ensure that the School is able to reach them, too.

Be sure to visit the online alumni directory to locate old friends or network with School of Public Health colleagues. Simply go to [http://www.sph.unc.edu/external\\_affairs/alumni/directory.htm](http://www.sph.unc.edu/external_affairs/alumni/directory.htm) and follow the instructions. Changes or additions to your alumni record can also be made at this site. Keeping your record up to date is the best way to ensure you continue to receive newsletters and other information about the School.

While you're on line, subscribe to the alumni listserv. This will ensure you receive our monthly email newsletter with briefs on School news, alumni activities and events. To subscribe, simply send an e-mail to [alumni.affairs@sph.unc.edu](mailto:alumni.affairs@sph.unc.edu) and provide your name, preferred e-mail address and department(s) from which you graduated.

Finally, give us a call (919-966-8498), drop us a note (Office of External Affairs, CB #7400, Chapel Hill, NC 27599-7400) or send us an e-mail ([alumni.affairs@sph.unc.edu](mailto:alumni.affairs@sph.unc.edu)) to share your personal and professional news with School of Public Health alumni, faculty, students and staff.

## Health Outcomes Receives \$1.5 Million from The Glaxo Wellcome Foundation

The Program on Health Outcomes, a cross-campus collaboration housed in the School of Public Health, will receive \$1.5 million over the next three years from The Glaxo Wellcome Foundation, giving the new interdisciplinary program the resources it needs to move rapidly from its planning phase to full operation.

The program responds to the growing need in health-care to measure and improve the "outcomes" of care — the quality, effectiveness and value of today's health interventions.

The new funding provides core support over three years for the program, which is expected to become self-sustaining by fall 2002.

"This 'venture capital' allows us to secure our future and build a sustainable organization," said Dean Bill Roper, director of the Program on Health Outcomes. "The Glaxo Wellcome Foundation's vote of confidence is already proving helpful in raising funds from other sources."

Robert A. Ingram, chairman of Glaxo Wellcome Inc., affirmed the program's goals and stressed its significance in delivery of health services and practices in the years to come locally, nationally and internationally.

"As we all take greater interest in our health, we need a better understanding of how various forms of health care can improve our lives, as well as ideas around enhancing the delivery of that care," Ingram said. "Carolina's health affairs schools have progressed many ideas to improve people's health, and we know they will do the same with the health outcomes project. That's why The Glaxo Wellcome Foundation is so pleased to award this funding to support the schools' efforts to continually advance the quality of life for so many people."

Outcomes research aims to measure the quality, effectiveness, efficiency and value of health interventions. The resulting data can

help consumers, providers, policy-makers and purchasers make better health-care decisions.

UNC-CH launched the outcomes program in January 1999 with a one-year, \$200,000 grant from The Glaxo Wellcome Foundation for planning and development.

The program capitalizes on existing research resources in the schools of public health, medicine, pharmacy, nursing and dentistry, as well as at UNC Hospitals, the Cecil G. Sheps Center for Health Services Research, the UNC Center for Health Promotion and Disease Prevention and other units. By strong links between UNC-CH's research activities and the needs of health-care practitioners, the program brings an "applied" focus to health outcomes research.

During its planning year, the program received a three-year, \$1.98 million grant to establish one of four federally supported Centers for Education and Research in Therapeutics, or CERTs. The university's CERT seeks to improve the use of prescription drugs, vaccines and common devices such as asthma inhalers in children's illnesses, a prime example of the new program's goal of turning research into practical applications for better health outcomes and higher quality care.

The program's research opportunities also are helping develop a skilled workforce armed with new tools in health outcomes research and applications, as UNC-CH students at the master's, doctoral and postdoctoral levels participate in studies. This summer, the UNC-CH program will start offering intensive, short-term educational programs for health-care providers. A coordinated effort among Carolina's five health affairs schools to develop and maintain these educational and training experiences is a program priority.



# Minority Health Conference Draws Record Attendance, Generates Interest and Strategies for Underserved Populations

By STACIE LEE GREENE

The 22nd Annual Minority Health Conference had the best turnout — both in person and electronically — since the conference's inception in 1979. This year's conference, titled "Public Health 2000: Reflections of the Past, Directions for the Future," drew more than 500 registrants including students, researchers, practitioners, educators and other community members involved in public health and human services. The conference was also made available through a webcast.

Held February 18 at the University's William and Ida Friday Continuing Education Center, the "student-led, student-planned, student-run, student-orchestrated, student-produced" conference illustrated the "importance of the topic of minority health and the work that's being done not only here in Chapel Hill, but around the country," said Dean Bill Roper.

Other conference speakers agreed that innovative strategies are needed to improve minority health in the future, while not losing sight of the past.

"The old approach to getting things done just does not work anymore," said Bill Jenkins, MPH '78, PhD '83, supervisory epidemiologist and program manager at the Centers for Disease Control and Prevention. In a panel discussion titled "Lessons Learned from Three Leaders in Public Health," Jenkins said that a new kind of leadership would be necessary going forward, leadership more based in specific content knowledge than it had been in the past.

Jenkins also suggested the need for more participatory research to involve communities. "The idea needs to be developed and needs to take hold," Jenkins said, despite the barriers presented by the current system of funding and research approval.

"My fear is that the research being done



Conference chair and health behavior and health education student Lisa Pullen, PhD '02, addresses the general session.

in minority communities is not good science," said John Hatch, DrPH '75, Kenan Professor Emeritus in the School of Public Health's department of health behavior and health education and adjunct professor in the department of health education at North Carolina Central University. This is not because the study of minority communities isn't crucial, he said, but because the results are sometimes taken out of their cultural and historical context.

"History provides us with a sensitivity to the dynamics and recurrent themes in society," said Keith Wailoo, PhD, associate professor of history and social medicine at The University of North Carolina at Chapel Hill. Wailoo delivered this year's William T. Small, Jr. Keynote Lecture, titled "Race, Identity and the Politics of Public Health in 20th Century America." He explained how history can help people see that debates about current issues, such as AIDS,

are really about underlying problems.

One of the hot topics regionally in recent months has been Hurricane Floyd, which had a disproportionate effect on people of color and people in poverty, said Dr. A. Dennis McBride, North Carolina's assistant secretary of health and state health director, in a conference session titled "Disaster Relief and Emergency Preparedness: Lessons from Hurricane Floyd."

One of the communities hardest hit by the resulting flood was Princeville. Founded after the Civil War as the first independently governed black community in the nation, the town had a long history of flooding.

But an excess of water was not the only problem resulting from the storm. Pollution from flooded poultry and hog farms was another issue in eastern areas of the state.

Because of economic development initiatives, corporate farms are more likely to be found in predominantly black communities than in predominantly white ones, said Gary Grant, executive director of Concerned Citizens of Tillery, during his luncheon speech titled "Fighting for Justice in North Carolina." The shallow level of groundwater in eastern counties makes the creation of hog-waste lagoons a significant concern everyday, not just during natural disasters.

"Hurricane Floyd was an act of God, but it was not an act of God to build those hog pits in the water table of eastern North Carolina," said Grant. He challenged public health practitioners and researchers to take an active role in ameliorating the effects of environmental injustice.

The health concerns discussed at the conference "are central public health themes that should not be marginalized," McBride said.

The 23rd Annual Minority Health Conference is scheduled for February 16, 2001.

## Environmental Resource Program publishes guide to state groups

The Environmental Resource Program has published the sixth edition of its popular "Guide to North Carolina's Environmental Groups."

The new guide contains contact information for almost 200 organizations covering the spectrum of environmental issues, from conservation to smart growth and education to advocacy.

"The Environmental Resource Program issued the first edition of the guide in 1990 in response to demand from the community," said Frances Lynn, DrPH '84, program director. "The demand has continued, even strengthened over time, so we've put out five more editions."

Groups are indexed according to county, city and their key environmental concerns. Issues include air quality, wildlife protection, energy, pollution prevention and growth management, to name just a few. Information on each group's publications, workshops and events is included.

"The guide has been an invaluable resource in reaching out and working with other environmental groups in North Carolina," said Mary Kiesau, coordinator of the N.C. Sierra Club's Challenge to Sprawl campaign.

The guide will be available online in a searchable format later this year on the program's award-winning World Wide Web site, the Carolina Health and Environment Community Center at <http://checc.sph.unc.edu>. In the meantime, it is available at \$15 per copy. To place an order, call 919-966-7754, e-mail [erp@sph.unc.edu](mailto:erp@sph.unc.edu) or send a check to the Environmental Resource Program, CB#1105, Miller Hall, UNC-Chapel Hill, Chapel Hill, NC 27599-1105.

The Environmental Resource Program is a collaborative program between the School of Public Health and the Carolina Environmental Program at UNC-CH. Established in 1985, it links the University with North Carolinians and is one of only a handful of state university-supported programs of its kind nationwide.

## Study Eyes Link Between Chemicals in Drinking Water, Spontaneous Abortion

A team of School of Public Health researchers has begun a five-year study of pregnant women to learn if certain chemicals in tap water increase the risk of spontaneous abortion.

The American Water Works Association Research Foundation has awarded the researchers \$3 million to support the research. Funding will run through mid-June in 2002, when a separate funding contract will provide an additional \$500,000 to finish the project, which was developed through Carolina's new Drinking Water Research Center, housed in the School of Public Health.

The first phase of the study, now in progress, includes recruiting women to participate; interviewing subjects to find out how much tap water they use for such tasks as drinking, cooking and bathing; and tracking the progress of their pregnancies. This study phase will run about 21 months.

The study is focusing on the effects of disinfection by-products, including both chlorinated and brominated compounds, in drinking water. Researchers will follow about 950 women in three areas of the United States to determine if there is a link between disinfection by-products and drinking water consumption.

"Through these efforts we will be able to determine whether high risk of spontaneous abortion is associated with increased exposure to disinfection by-products," said Dr. David Savitz, principal investigator for the study, as well as professor and chair of the School's epidemiology department.

The first area, Raleigh, is known to have relatively low levels of all by-products in its drinking water. The area surrounding Norfolk and Virginia Beach, Va., has been targeted for its relatively high chlorinated,

though not brominated, compounds. Galveston, Texas, was chosen because of relatively high levels of brominated compounds in the water.

Study participants will be recruited through prenatal care providers when they call for an appointment, through media solicitation of women planning to become pregnant and through stores that sell home pregnancy tests by offering a discount coupon.

When participants are identified, researchers will evaluate other potential influences on their risk of spontaneous abortion, such as pregnancy history and tobacco, alcohol and caffeine use. Telephone interviews with the women will follow at about the fourth month of their pregnancies. All of the women's medical records will be reviewed at the end of their pregnancies.

"This is a very important and high-profile research project," said Dr. Phil Singer, the Drinking Water Research Center's director and co-principal investigator for the study. Singer is a professor of environmental engineering in the School of Public Health's department of environmental sciences and engineering.

"Questions have been raised about the health effects of disinfection by-products in drinking water, and our team is well-equipped to address this issue," he said.

This study will help researchers assess differences in the effects of disinfection by-products in drinking water on spontaneous abortions before and after the 12th week of pregnancy. Researchers will compare the rate of spontaneous abortion for specific intervals of pregnancy, as well as identifying the cumulative effect at 20 weeks.

— Stacie Lee Greene

# Launch of Drinking Water Research Center Builds on Well-Regarded Research from Many Disciplines

By STACIE LEE GREENE

Building on the long-recognized strength of its research on drinking water quality, health effects and water supply management, the University of North Carolina at Chapel Hill has established the Drinking Water Research Center in the School of Public Health.

The new center brings existing drinking water-related research and service efforts at Carolina under a single umbrella, drawing on researchers with expertise in chemistry, economics, engineering, epidemiology, microbiology, risk assessment and water policy. N.C. State and Duke researchers also are collaborating in center activities.

"Carolina is known for its drinking water research," said Dr. Phil Singer, center director and professor of environmental sciences and engineering in the School of Public Health. "This is a way of bringing these efforts together and building upon them to face new challenges."

Besides conducting research and helping guide drinking water policy, the center is offering monthly seminars tackling different drinking water-related topics. It will sponsor short courses on drinking water quality and water supply management as well as a state-of-the-art conference on drinking water and its health effects.

"This new center is a major step forward in our dual commitment to be a scientific leader and to assist in the application of that science," said Dean Bill Roper.

The center's current efforts include providing assistance in water quality evaluation in the wake of the heavy flooding and damage done by Hurricane Floyd.

One key concern of the disaster relief and recovery efforts has been ensuring a reliable source of safe drinking water. Dr. Mark Sobsey, professor in the department of environmental sciences and engineering,

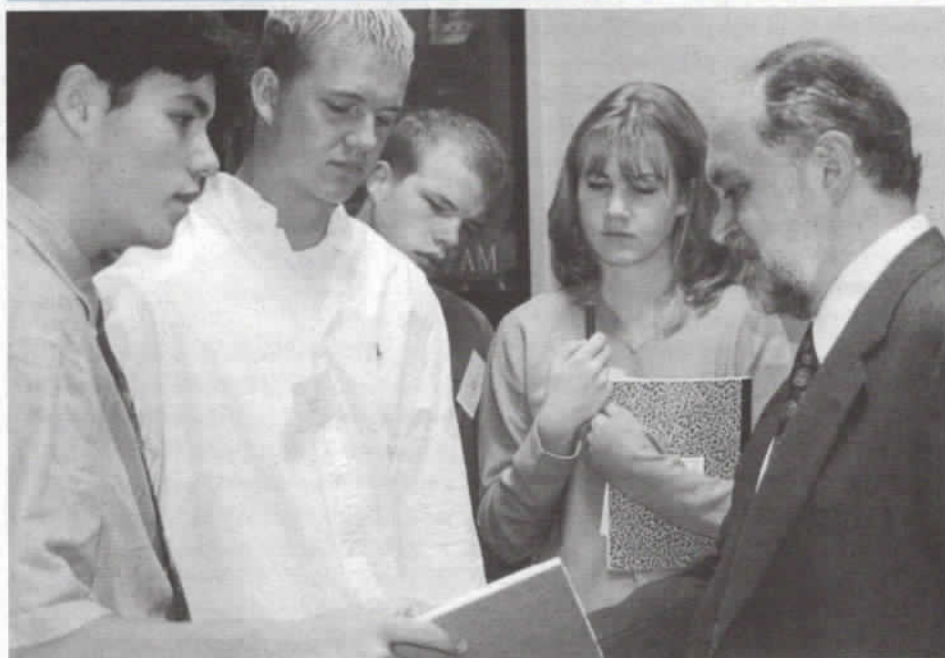
and his students have analyzed water from private wells and community and municipal water supplies for the presence of a variety of disease-causing microorganisms.

The center's active research projects are valued at \$8 million, with funding from the U.S. Environmental Protection Agency, the Centers for Disease Control and Prevention, American Water Works Association Research Foundation, N.C. Water Resources Research Institute, World Bank and other agencies.

Plans for the next two years include continuing individual research activities and promoting collaborative efforts among investigators on a range of drinking water issues including disinfection by-products, emerging contaminants in water, pharmaceutically active substances and inactivation of pathogens. Center researchers expect to work with engineers, policy-makers and

scientists at other institutions in the United States and abroad to address critical drinking water research questions. They will also provide technical assistance to regulatory agencies and water supply practitioners.

A steering committee comprised of representatives from UNC-CH and various state agencies guides center programs. In addition to Sobsey, members include Dr. Bill Glaze, director of the Carolina Environmental Program; Dr. David Moreau, professor and chair of the department of city and regional planning and chair of the state's Environmental Management Commission; Terry Rolan of the Durham Department of Environmental Resources; Dr. David Savitz, professor and chair of the School's department of epidemiology; and Linda Sewall, director of environmental health for the N.C. Department of Environment and Natural Resources.



Nobel Laureate Dr. Mario Molina visited Carolina in November, delivering the Chancellor's Science Seminar and linking up with high school and middle school students in Durham and Elizabeth City via the Internet from the School's Mayes Telecommunications Center. Afterwards, Molina took time to diagram a physics equation for students from East Chapel Hill High School. Professor of chemistry and Earth, atmospheric and planetary sciences at the Massachusetts Institute of Technology, Molina won the 1995 Nobel Prize in chemistry for his research that led to a ban on ozone-depleting chemicals.

## Research in Brief

### Industrial hog operations appear to impair neighbors' health, lives

Detailed surveys of people living in three rural North Carolina communities suggest industrial hog farms both reduce the quality of life for people living near them and adversely affect their health.

"In particular, headache, runny nose, sore throat, excessive coughing, diarrhea and burning eyes were reported more frequently in the hog community," said Stephen Wing, PhD '84, associate professor of epidemiology. "Quality of life, as indicated by the number of times residents could not open their windows or go outside even in nice weather, was greatly reduced among residents near the hog operation, while it was similar in the control group and in the community near the cattle operation."

The results of Wing's study, which was funded by the National Institute of Environmental Health Sciences' Justice program, appeared in two papers in the March 2000 issue of *Environmental Health Perspectives*.

Together with research associate Susanne Wolf, MPH '70, graduate research assistant Dana Cole, and Gary Grant, director of Concerned Citizens of Tillery, a community group, Wing completed 155 interviews with people living near a 6,000-head hog operation, two adjacent cattle farms and, as a control, a farm area without large livestock operations.

### Sexual, physical abuse contributes to disease, surprise pregnancies

Researchers uncovered strong associations between wife abuse and unplanned pregnancies, sexually transmitted diseases and men's participation in premarital or extramarital intercourse in an unusual new study that involved interviewing more than 6,000 men in northern India. Nearly half the men reported abusing their wives sexually or physically or both at some point.

Abuse was much more common among men who had extramarital sex than among men who did not, noted researchers Drs. Sandra Martin and Amy Ong Tsui, associate professor and professor, respectively, of maternal and child health.

Those who had symptoms of sexually transmitted diseases were more likely to be abusers than others without such symptoms. "Also, unplanned pregnancies were more common among wives of abusive men, especially sexually abusive men who used force," Martin said.

Since people infected with sexually transmitted diseases are at greater risk of contracting HIV, the study may help explain the increase in HIV among monogamous married women in India and in some other countries. For that and other reasons, violence against women is increasingly being recognized as a global health problem.

A report on this study appears in a November issue of

the *Journal of the American Medical Association*. The U.S. Agency for International Development's Office of Population supported the research.

### Commercial disinfectants effective; natural products appear less so

Tests of a variety of commercial household disinfectants show the products to be highly effective in killing disease-causing organisms. Natural products, which might be more environmentally friendly, however, were less successful in killing these hazardous organisms and should not be relied on for that purpose.

The hospital disinfectants TBQ, Vesphene and ethanol and the household disinfectants Clorox, ethanol, Mr. Clean Ultra and Lysol Disinfectant Spray and Antibacterial Kitchen Cleaner were tested against numerous microbes, including *Staphylococcus aureus*, *Salmonella choleraesuis*, *Escherichia coli* 0157:H7.

Results of the study, which was supported by the N.C. Statewide Program for Infection Control and Epidemiology, show that the commercial household disinfectants "were all very good, eliminating 99.9 percent or more of microbes. The bad news was that such natural products as vinegar and baking soda didn't work nearly as well," commented Dr. William Rutala, professor of medicine.

Collaborating with Rutala were the School of Public Health's Dr. Mark Sobsey, professor of environmental sciences and engineering, and Dr. David Weber, professor of medicine and epidemiology.

### March conference examines effectiveness, safety of medicinal herbs

Are medicinal herbs, which are now extremely popular but poorly regulated, safe? Do they really work? How much should a person take in hope of producing the desired effect?

Those are the chief questions top researchers addressed March 2-3 at the first international scientific conference on "The Efficacy and Safety of Medicinal Herbs."

Speakers from Canada, England, Germany and the U.S. discussed what's been confirmed about eight of the world's most widely used herbs: garlic, ginseng, ginkgo biloba, comfrey, saw palmetto, feverfew, echinacea and St. John's wort.

"It's essential that health professionals know what we researchers know about these products and what's still speculation so that they can give informed advice," said conference co-chair Dr. Lenore Arab, professor of epidemiology and nutrition. "Right now, the public has stopped asking, and even if they were to ask, most health professionals do not feel that they are in a position to give advice."

"As a result, the train is running wild down the track. People are self-medicating without any guidance. They might be taking extremely high, possibly dangerous, doses because they think more is better, or they may be getting so little that they're simply wasting their money."

As an example, Arab cited comfrey, which can cause liver damage and even liver failure. Banned in Canada and Europe, the herb is still widely available in U.S. health food stores.

Benefits and risks of medicinal herbs in elderly populations, quality assurance and various aspects of conducting meaningful research on herbal effects were among the topics discussed.

"To our knowledge there's never been a conference that summarizes data on the effectiveness of these products in humans," Arab said. "We plan to share the conference results later in a book."

Dr. Varro Tyler, professor and dean emeritus of pharmacy at Purdue University, gave the keynote address, "Herbal Medicine: From the Past to the Future." Other participants included Drs. K.H. Lee, director of the Natural Products Laboratory at the UNC-CH School of Pharmacy; John Longenecker, director of the UNC-CH Institute of Nutrition; and H. B. "Skip" Matthews of the National Institute of Environmental Health Sciences.

Nearly 400 scientists, nutritionists and others attended the conference.

### Avoiding vitamins A and E might improve cancer therapy

Vitamins A and E, which normally boost human health in numerous ways, also appear to keep cancer cells from dying through the natural protective process called apoptosis. As a result, giving patients those vitamins may prevent cancer cells from self-destructing and work against cancer therapy.

Dr. Rudolph Salganik, research professor of nutrition, and Dr. Terry Van Dyke, professor of biochemistry and biophysics, reported these results at the American Society of Cell Biology's annual meeting in December.

"We believe this work may make cancer treatments more effective," Salganik said. "It suggests that cancer patients, especially those undergoing chemotherapy or radiation therapy, may do better on an antioxidant-depleted diet."

Importantly, the experiment showed that while the mice receiving antioxidant-depleted diets had significantly smaller brain tumors, the normal tissues were not affected by depletion of antioxidants.

Other researchers participating in the study were Dr. Craig Albright, research assistant professor of nutrition, and Dr. Steven Zeisel, professor and chair of nutrition.

## Smarter teens more likely to delay sexual contacts

After controlling for age, physical maturity, economic status and other factors, researchers found that smarter adolescents start having sexual relations later than teens of average intelligence. As a group, intelligent adolescents also tend to postpone any kind of lesser sexual activity — from holding hands and kissing to heavy petting.

"An adolescent who scored 100, which was average on the intelligence test we used, was one-and-a-half to almost five times as likely to have had sexual relations compared to teens who scored 120 or 130, depending on which age and sex group was considered," explained Dr. Carolyn Halpern, assistant professor of maternal and child health.

"The association between test scores — or intelligence — and refraining from sexual intercourse was the same for blacks and whites, but was stronger for girls than for boys and stronger for older teens."

A report on the research, titled "Smart Teens Don't Have Sex (or Kiss Much Either)," appears in the March 2000 issue of the *Journal of Adolescent Health*. Besides Halpern, authors are Dr. Kara Joyner of McGill University, and Drs. J. Richard Udry, Kenan professor of maternal and child health and sociology, and Chirayath Suchindran, MSPH '68, PhD '73, professor of biostatistics.

"Our results suggest that postponing sexual activity to safeguard future goals like college is not the whole story," Halpern said. "It is hard to believe that teens avoid kissing because they see it as the start of a slippery slope to sexual intercourse and possible pregnancy."

Also surprisingly, the least intelligent teens also appear to delay various amorous contacts, but researchers don't know why. Parents or other guardians may shield the latter — especially girls — from sexual liaisons longer than others.

## Outdated survivor studies still used to set radiation protection standards

Scientists who help set standards for radiation safety rely too much on studies of A-bomb survivors, according to radiation researchers who analyzed the relative strengths of data from two exposed populations: A-bomb survivors and nuclear plant workers.

A team led by Stephen Wing, PhD '84, associate professor of epidemiology, found "an increasingly outdated emphasis on evidence about radiation health effects based on studies of A-bomb survivors." This practice has developed despite studies over two decades suggesting that reliance on the bomb survivor studies may produce serious underestimates of cancer risks among exposed populations.

Results of this new study appeared in a special section on "The Science and Politics of Radiation Studies" in *New Solutions*.

Wing has conducted studies of nuclear industry workers at Oak Ridge, Hanford, Los Alamos and Savannah River. He is currently involved in a study of Hanford workers and a project focusing on environmental injustice in Eastern North Carolina.

Co-authors of the published study are Dr. David Richardson, visiting scientist at the International Agency for Research on Cancer in Lyon, France, and Dr. Alice Stewart, professor of public health and epidemiology at the University of Birmingham in England.

## One in five teens not getting health care they think they need

Each year, 20 percent of U.S. teens don't receive health care when they think it's needed, according to the nation's largest study of adolescent behavior. Lack of health insurance, dealing with confusing health care systems, being older and belonging to a minority group are among factors boosting the risk of what doctors term "foregone care."

The research, which was reported in a December issue of the *Journal of the American Medical Association*, analyzed responses to questions asked in 1995 of 20,000 U.S. teens in grades 7-12 about their behavior and attitudes as part of the National Longitudinal Study of Adolescent Health (Add Health study). Dr. J. Richard Udry, professor of maternal and child health and of sociology directs the Add Health study.

Adolescents most in need of health care were more likely not to get it, the study results showed. "In general, we found that adolescents who did not go for health care were not the 'worried well.' They were those who engage in behaviors that put them at significantly increased risk for health problems, from depression to sexually transmitted diseases," said Dr. Carol Ford, assistant professor of pediatrics and medicine.

## Stroke victims using EMS were treated an hour earlier

Half of the 617 stroke victims in a recent study called 911 and arrived at the emergency room in an ambulance, putting them in the ER an average of an hour earlier than others. This resulted in increased likelihood that the patient will receive medical care in time for treatment with newly approved clot-busting drugs. Many of those arriving by other means were too late to be helped by the drugs, which must be given within three hours of the first symptoms to be effective.

"We also found that the most powerful predictor of who would use EMS was whether or not someone else was around the patient and identified a problem," said Dr. Wayne Rosamond, associate professor of epidemiology. "Surprisingly, we also found that people with better knowl-

edge and access to information about strokes were no more likely than others to use EMS."

Working with Rosamond were epidemiology graduate student Emily Schroeder and Dr. Dexter Morris, vice chair and associate professor of emergency medicine at the UNC-CH School of Medicine. They presented an abstract about the study at a recent American Heart Association meeting in New Orleans. A report on the findings of the "Delay in Accessing Stroke Healthcare" study will appear in a medical journal later this year.

## Pair named program leaders at Lineberger Cancer Center

School of Public Health faculty members Marci Campbell, MPH '77, PhD '92, and Andrew Olshan have been named program leaders at the University's Lineberger Comprehensive Cancer Center.

Campbell, assistant professor of nutrition in the UNC-CH schools of public health and medicine, will lead the Cancer Prevention and Control Program. This program works with communities, health care providers, schools and other agencies to promote adoption of healthy behaviors — including diet, smoking cessation, physical activity and cancer screening — with an emphasis on activities in rural, underserved and minority populations. Scientists also are investigating a wide variety of other topics, including issues faced by cancer survivors and new approaches to cancer prevention.

Campbell is principal or co-principal investigator for several major cancer and chronic disease prevention grants including the Wellness for African Americans Through Churches (WATCH) Project, Health Works in the Community, Black Churches United for Better Health and NC STRIDES, which focuses on colon cancer screening, diet and exercise. Her interest is in novel, effective approaches for health communication.

Dr. Olshan, associate professor of epidemiology in the School of Public Health, and research associate professor in the School of Medicine's department of surgery, will lead the Cancer Epidemiology Program. Researchers in the program are investigating disease patterns in the population to isolate possible causes of cancer, such as lifestyle and the environment, as well as to identify groups at high risk for cancer.

Olshan's cancer research involves studies of the molecular epidemiology of cancers of the head and neck and evaluation of risk factors for childhood cancer, especially neuroblastoma, cancer of the peripheral nervous system and Wilms tumor, a pediatric cancer of the kidney.

Lineberger is one of the 36 comprehensive cancer centers in the country designated by the National Cancer Institute.

# Greenbergs Honor Husband, Father, Former Dean and Chair by Creating Scholarship in his Name in Biostatistics

By KRISTINA HJELSAND

In the early years of their marriage, Ruth Greenberg's husband Bernie frequently observed that while they lacked financial wealth they were blessed with a surplus of natural resources.



Bernard G. Greenberg

With a new scholarship in the School of Public Health's biostatistics department honoring her husband, the late Bernard G. Greenberg, Mrs. Greenberg said she hopes the natural resources most significant to his success — academic potential and a desire to give back — will be nurtured in students who share his gifts for learning and leadership.

In October 1999 Mrs. Greenberg gave \$50,000 to establish the Bernard Greenberg

Scholarship Fund in Biostatistics in honor of the 50th anniversary of the department Greenberg founded. That inaugural gift recently received a boost with a \$100,000 pledged bequest from a former colleague. The merit-based scholarship will be awarded for the first time in the 2001-2002

school year and is open to both undergraduate and graduate students in the biostatistics department.

The impact of Greenberg's years as both chair of the biostatistics department and then dean of the School of Public Health endures, said Dean Bill Roper.

"Everyone who knew Dr. Greenberg was profoundly touched by his commitment to others, his dedication to public health and his generosity of spirit," he said. "He left a great legacy at the School of Public Health upon which we continue to build and always strive to uphold."

While chair of biostatistics, Greenberg added postgraduate programs in such specialized areas as environmental health and health services research. In his 10 years as dean of the School he expanded the number of faculty and students,

implemented additional research and service programs and introduced an undergraduate program leading to a bachelor's degree in public health. When cuts in federal aid threatened some of the School's programs in the early years of his deanship, Greenberg found ways to maintain the programs.

"My father was a builder," recalled Ray Greenberg, PhD '83, president of the Medical University of South Carolina. "He came to head a newly formed department

in which he was the only faculty member. He was motivated by the challenge of building the department, and later the School, into something that nobody else could have envisioned. At times, things moved forward simply by the force of his personality and his convictions."

Ed Davis, PhD '70, current chair of the biostatistics department, said Greenberg's contributions to the School amount to more than the sum of his professional accomplishments. "Not only was he a pioneer in the development of biostatistics world-wide," said Davis, "he was also an excellent teacher, a warm and caring mentor and a persuasive leader. This scholarship is a wonderful way to honor someone who gave so much in so many ways."

Those who knew Greenberg best characterize him as a man of tremendous integrity and a keen judge of character, a natural teacher possessed with a gift for seeing students' potential and a talent for intuitively understanding how to motivate each individual toward success.

"Bernie just had this ability to bring out the best in people," said Ruth Greenberg. "He didn't just judge people on their behavior, but was able to see what they were aiming for intellectually and encourage it. He just was a most unusual man, a true scholar and a wonderfully intelligent person."

Ray Greenberg said that although his father had many awards and honors, none capture his spirit as intimately as this scholarship. "He took great pleasure in working with students. It would mean a great deal to him to know that even today, students are benefiting from his legacy."

*Hjelsand, of Bellingham, WA, will graduate in May with her master's degree in journalism from the School of Journalism and Mass Communication.*

# Alumnus Jim Briley Returns Favor Fifty Years Later, Brings Scholarship Support to Health Education Students

By ELIZABETH FRENCH

As he tells the story, in 1949 Jim Briley got an unexpected telephone call that would change the direction of his life. He learned he was the recipient of a full scholarship – plus stipend — enabling him to earn a master's degree from the School of Public Health's department of health education.

Briley grew up in Bethel, in eastern North Carolina, and was pursuing an undergraduate biology and social sciences major at East Carolina University, then East Carolina Teacher's College. He wrote a paper on stream pollution that so impressed one of his biology professors that she forwarded it to Lucy Morgan, then chair of health education. Before long, Briley found himself in Chapel Hill on scholarship and attending classes.

"He and I were the youngest students in the department then," recalled Evelyn Sosa Richardson, MPH '50, "and I would say Jim was probably the most energetic of them all." Classmates contacted for this story spoke of Briley's energy, his bright, fresh ideas and, as Barry Miller, MPH '50, put it, "his extraordinary leadership capabilities." As fellow graduate Ruth Richards, MPH '50, now a professor at the School of Public Health at UCLA, noted "even though he was very young at the time, Jim was much admired in the community where he did his field work."

Briley, MPH '50, did not have long to practice health education in the field. Four months after beginning work as a health educator in Vance and Warren counties in rural northeast North Carolina, his draft notice came up, and he enlisted in the U.S. Air Force. Briley would embark on a long military career, leaving the field of public health altogether. After service in Korea, a stint with the U.S. State Department in India, and service in Vietnam, he retired in 1975 at the rank of lieutenant colonel.

Fifty years after first coming to Chapel



Jim Briley

Hill, Briley decided it was his turn to make an unexpected phone call, this time to department chair Jo Anne Earp. Briley told Earp he was finalizing his estate plans and intended to include a significant bequest to endow a scholarship for North Carolina health education students. A year later, Briley made the scholarship a reality with his initial gift creating the James R. Briley Health Education Scholarship Fund.

"Jim Briley and what he has done for the School of Public Health represent the finest tradition of a responsible alumnus thanking his alma mater for the grand experience he had as a student and scholar," said William Friday, president emeritus of the University of North Carolina system.

The School will this spring award the first James R. Briley Health Education Scholarship — a full scholarship that will generously support a second-year, in-state master's student who shows potential for a strong commitment to community health education.

"The Briley Scholarship will surely boost our ability to attract some of the finest students in the state to the department," Earp said. "Perhaps more important, though, it will open doors for many excellent students in the years to come; students who, like Jim Briley, might not have been able to come to the School of Public Health otherwise."

Asked why, after so many years away from the field of public health, he had made this most generous gift to health education students, Briley said, "When you start to approach the end of your life, you take a reckoning. You say to yourself, 'what things have

affected me more than anything else?' For me, receiving that scholarship and then getting a degree in health education was the answer. It changed my life. Even though I only practiced health education for a short time, I knew that this was a real impact profession."

"Then, too," he said, "even after I had been away from the department and the profession for years, I was still able to call on contacts at UNC, in this case Bill Friday, at that time the dean of men for the University, as well as his wife, Ida, MPH '47.

"They were willing to go the extra mile for me," Briley continued. "Now I'm in a position to do the same for others."

Said Briley, "If I could leave health education students with just one thought, it would be this: Theirs is such an enviable job. As health educators they will protect the most precious resource we have: people and their health. I would simply be delighted to think I helped them accomplish their goals, helped them contribute to this very important profession. Who knows? Maybe someday they – or other alumni — will remember how a scholarship enabled them to earn a degree from the School of Public Health, and how supportive the faculty were throughout their professional lives, and they, too, will do what it takes to make that opportunity happen for others."

The University has established financial minimums ranging from \$50,000 to \$250,000 for named endowment funds supporting graduate and professional students. If you are interested in creating an endowment to support School of Public Health students through a current gift or bequest, please contact Sharon O'Neill in the Office of External Affairs at 919-966-0219 or [sharon\\_oneill@unc.edu](mailto:sharon_oneill@unc.edu).

*French, who is completing her PhD in English, is from Morgantown, WV.*

## 1999's Class Gift Provides for Fellow Students; Class of 2000 Challenged to Match, Exceed

Tuition. Textbooks and supplies. Household bills. Day care. Insurance. For most graduate students, discretionary income is viewed as something of a luxury. But despite their limited means, many master's and doctoral students in the Class of 1999 were not content to leave the School of Public Health until they had made their mark on the next generation of public health practitioners by contributing to the class gift campaign.

Launched last April, the Graduating Class of 1999 Gift Campaign focused on students helping students. Leslie Harding, MHA '99, committee co-chair, said "It was important to me to find a tangible way to give back to the School of Public Health. Through the establishment of professional development grants, the class gift fund gave current students access to resources they might not otherwise have." Fellow co-chair Sonya Goode, MPH '99, added "While more traditional class gifts, such as benches or trees, are nice, we wanted to have a direct impact on students. The great thing about this year's campaign is that every contribution, no matter how large or how small, made a difference."

With nearly 25 percent of May and August graduates pledging, and thanks to dollars contributed from the Class of 1998, the committee established a fund that ultimately provided support for eight students from across the School of Public Health.

All of the School's graduate students were invited to apply for small grants to help support their professional development activities. Twenty-seven applications were submitted, with proposals ranging from support for special training and supplies to assistance with research projects and travel. From these, eight were chosen. Priority was given to innovative proposals with a direct impact on students' professional goals and for which other funding was limited.

Environmental sciences and engineering student Kiley Ross, MS '00, was one of the recipients. He used his grant to help offset travel and lodging expenses for the fall conference of the Carolinas Section of the

American Industrial Hygiene Association in Charleston, SC. In the true spirit of the award, Ross extended these dollars by inviting several other students, who otherwise would not have been able to attend, to stay with him. "Conference organizers commented on the great turnout from our School," Ross said. "As a result of our participation, we've been able to revitalize a local student chapter of this professional association."

Health behavior and health education student Gina Febbraro, MPH '00, applied her grant to help fund a research project focused on the development, implementation and evaluation of an eight-week yoga intervention that complements a local cardiac rehabilitation program. This unique project is one of the first attempts to bring together individuals from the School of Public Health, the School of Medicine, UNC Hospitals, and the Orange Cardiovascular Foun-

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*Sonya Goode, MPH '99*

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dation to advance the research, understanding and use of complementary and alternative therapies at Carolina.

"I am tremendously thankful to the contributors to this fund," Febbraro said. "It is encouraging to know that a student can rely on the support of his/her predecessors to turn one's ideas into reality."

With plans to launch this year's class gift campaign by late March, students hope to build upon this tradition and ultimately cre-

ate an endowment. "It's clear that this represents a huge area of need," said Harding. "While we were able to make just eight awards this year, I hope that through the generosity of future graduating classes, we will be able to double or even triple the number of grants offered in years to come."

For more information on the 2000 Class Gift Campaign, please contact Sarah Strunk at [sarah\\_strunk@unc.edu](mailto:sarah_strunk@unc.edu) or 919-966-8368.

In addition to Febbraro and Ross, 1999 recipients include:

JENNIFER CHASE, MPH '00, maternal and child health, to attend the VIII Feminist Encounter of Latin America and the Caribbean in the Dominican Republic and conducted research on the impact of theater on the prevention of gender-based violence.

SONYA JONES, PhD '02, nutrition, to attend the 1999 Annual Meeting of the Community Food Service Conference in Chicago, IL, and facilitate dissertation research on assessing food security issues and opportunities available to the Latino community in Durham, NC.

SOOWON KIM, PhD '01, nutrition, to attend a conference on Experimental Biology in San Diego, CA, and present dissertation research on multinational comparative analyses of diet and healthy lifestyles.

KIMBERLY REYNOLDS, PhD '02, health behavior and health education, to support training of nursing home staff on how to better meet the social, emotional, and spiritual needs of institutionalized care residents utilizing animal-assisted therapy.

GENESA WAGIENKA, PhD '02, epidemiology, to support unfunded dissertation research on a comparison of menstrual cycle characteristics of black and white women, and of women with and without fibroid tumors.

YOUFA WANG, MD, PhD '00, nutrition, to attend the 1999 Annual Meeting of the North American Association for the Study of Obesity in Charleston, SC, and present dissertation research on tracking body composition and obesity from childhood to adolescence.